

## AMENDMENTS TO THE CLAIMS

1           1.       (Currently Amended) A method of determining product demand using a data  
2 processing system and collected network session data from at least one product selection  
3 network site, the method comprising:

4           performing using the data processing system, wherein the data processing system

5           includes a computer system:

6           developing a set of master session profiles from a first set of users to determine

7           product demand by a second set of users, wherein the master session

8           profiles include product demand indicators;

9           processing at least a subset of user session data from the second set of users to

10          evaluate the user session data using the master session profiles; and

11          determining product demand from the evaluations.

1           2.       (Original)     The method of claim 1 wherein the product demand includes  
2 information regarding the demand of one or more features of a product.

1           3.       (Original)     The method of claim 1 wherein the product demand indicators  
2 include values of data types.

1           4.       (Original)     The method of claim 1 wherein developing a set of master session  
2 profiles comprises:

3           developing a set of master session profiles from recorded data associated with users who

4           either submitted a product lead or purchased a product.

1           5.       (Original)     The method of claim 1 wherein developing a set of master session  
2 profiles comprises:

3           collecting network session data from a plurality of user sessions conducted with the

4           network site(s);

5           matching at least a subset of each set of collected user network session data with one or

6           more factors indicating a product demand authenticity; and

7            assigning an indicator reflecting the product demand authenticity of each user session of  
8            the master session profiles.

1            6.        (Original)     The method of claim 5 wherein at least one of the factors  
2            indicating product demand authenticity is a propensity of the user to actually purchase a product  
3            offered by the network site accessed by the user.

1            7.        (Original)     The method of claim 5 wherein the indicator is a relative scoring  
2            reflecting that relates product demand authenticity between user sessions.

1            8.        (Original)     The method of claim 5 wherein evaluating user session data using  
2            the master session profiles comprises:  
3            matching at least a subset of the product demand indicators present in a user session with  
4            product demand indicators in the master session profiles.

1            9.        (Original)     The method of claim 8 further comprising:  
2            assigning an indicator reflecting the product demand authenticity of each user session that  
3            is matched with the master session profiles.

1            10.      (Original)     The method of claim 1 wherein determining product demand from  
2            the evaluations comprises:  
3            associating product demand evaluations with specific products;  
4            weighting evaluations in accordance with a product demand authenticity indicator; and  
5            comparing the weighted evaluations of users sessions selecting a particular product  
6            against a total set of weighted evaluations of user sessions.

1            11.      (Original)     The method of claim 1 wherein the user session data includes data  
2            types associated with each users navigation of the network site during configuration of a product.

12. (Original) The method of claim 1 wherein evaluating user session data using the master session profiles comprises:  
processing the user session data in accordance with a decision tree using data from the master session profiles as decision criteria.

13. (Original) The method of claim 1 wherein determining product demand from the evaluations comprises determining product demand in accordance with:

$$PD_j = \frac{\sum_{i=0}^n k_{ji}}{\sum_{i=0}^m k_i} \times 100\% \quad j \in N$$

where:

$j$  represents a specific product,

$PD_j$  represents the product demand information for product  $j$ ,

$n$  = total number of user sessions selecting product  $j$ ,

$k$  = user session scores,

$k_j$  = user session scores for product  $j$ ; and

$m$  = total number of user sessions for all products.

$N$  = total number of products.

14. (Currently Amended) A method of determining product demand using a data processing system and collected network session data from at least one product selection network site, the method comprising:

performing using the data processing system, wherein the data processing system includes a computer system:

processing at least a subset of collected user session data to evaluate

characteristics of the user session data against product demand

characteristics derived from a set of master session profiles, wherein the

master session profiles include product demand indicators and the master

10 session profiles are developed from a first set of users and the collected  
11 user session data is from a second set of users; and  
12 determining product demand from the evaluations.

1 15. (Original) The method of claim 14 wherein the product demand includes  
2 information regarding the demand of one or more features of a product.

1 16. (Original) The method of claim 14 wherein the product demand indicators  
2 include values of data types.

1 17. (Original) The method of claim 14 wherein developing a set of master session  
2 profiles comprises:  
3 developing a set of master session profiles from recorded data associated with users who  
4 either submitted a product lead or purchased a product.

1 18. (Original) The method of claim 14 further comprising: wherein developing a  
2 set of master session profiles comprises:  
3 developing the set of master session profiles, wherein developing a set of master session  
4 profiles comprises:  
5 collecting network session data from a plurality of user sessions conducted with  
6 the network site(s);  
7 matching at least a subset of each set of collected user network session data with  
8 one or more factors indicating a product demand authenticity; and  
9 assigning an indicator reflecting the product demand authenticity of each user  
10 session of the master session profiles.

1 19. (Original) The method of claim 18 wherein at least one of the factors  
2 indicating product demand authenticity is a propensity of the user to actually purchase a product  
3 offered by the network site accessed by the user.

1 20. (Original) The method of claim 18 wherein the indicator is a relative scoring  
2 reflecting that relates product demand authenticity between user sessions.

1           21.     (Original)     The method of claim 18 wherein evaluating user session data using  
2 the master session profiles comprises:  
3           matching at least a subset of the product demand indicators present in a user session with  
4           product demand indicators in the master session profiles.

1           22.     (Original)     The method of claim 21 further comprising:  
2           assigning an indicator reflecting the product demand authenticity of each user session that  
3           is matched with the master session profiles.

1           23.     (Original)     The method of claim 14 wherein determining product demand  
2 from the evaluations comprises:  
3           associating product demand evaluations with specific products;  
4           weighting evaluations in accordance with a product demand authenticity indicator; and  
5           comparing the weighted evaluations of users sessions selecting a particular product  
6           against a total set of weighted evaluations of user sessions.

1           24.     (Original)     The method of claim 14 wherein the user session data includes  
2 data types associated with each users navigation of the network site during configuration of a  
3 product.

1           25.     (Original)     The method of claim 14 wherein evaluating user session data using  
2 the master session profiles comprises:  
3           processing the user session data in accordance with a decision tree using data from the  
4           master session profiles as decision criteria.

1           26.     (Currently Amended) A method of determining product demand using an  
2 electronic data processing system, the method comprising:  
3           performing using the data processing system, wherein the data processing system  
4           includes a computer system:  
5           collecting data from multiple user sessions from a first set of users with a world  
6           wide web ("Web") site, wherein the user sessions involve selecting a

7 product marketed by the Web site and the collected data includes user  
8 navigation data related to selection of a product and Web page data as  
9 provided to each of the users in the first set of users;  
10 developing a product demand master profile set from the collected data;  
11 collecting a second set of user session data from a second set of users; and  
12 matching the second set of user session data with the master profile set to  
13 determine product demand.

1 27. (Original) The method of claim 26 wherein matching the second set of user  
2 sessions with the master profile set comprises matching values of data types collected from each  
3 of the second set of user sessions with a master profile from the master profile set using a  
4 decision tree.

1 28. (Original) The method of claim 26 wherein the product demand includes  
2 information regarding the demand of one or more features of a product.

1 29. (Previously Presented) A system for determining product demand using a  
2 data processing system and collected network session data from at least one product selection  
3 network site, the system comprising:  
4 master session profile generation system to develop a set of master session profiles from  
5 a first set of users to determine product demand by a second set of users, wherein  
6 the master session profiles include product demand indicators; and  
7 a processing engine to process at least a subset of user session data from the second set of  
8 users to evaluate the user session data using the master session profiles and  
9 determine product demand from the evaluations.

1 30. (Original) The system of claim 29 further comprising:  
2 a session recording system to collect network session data from at least one product  
3 selection network site.

1           31.     (Original)     The system of claim 29 wherein the processing engine determines  
2     product demand in accordance with:

$$PD_j = \frac{\sum_{i=0}^n k_{ji}}{\sum_{i=0}^m k_i} \times 100\% \quad j \in N$$

4     where:

5           *j* represents a specific product,

6           PD<sub>*j*</sub> represents the product demand information for product *j*,

7           *n* = total number of user sessions selecting product *j*,

8           *k* = user session scores,

9           *k<sub>j</sub>* = user session scores for product *j*; and

10          *m* = total number of user sessions for all products.

11          *N* = total number of products.

1           32.     (Original)     The system of claim 29 wherein the product demand includes  
2     information regarding the demand of one or more features of a product.

1           33.     (Original)     The system of claim 29 wherein the product demand indicators  
2     include values of data types.

1           34.     (Original)     The system of claim 29 wherein the master session profiles are  
2     developed from a set of master session profiles from recorded data associated with users who  
3     either submitted a product lead or purchased a product.

1           35.     (Original)     The system of claim 29 wherein the network session data includes  
2 data from a plurality of user sessions conducted with the network site(s) and to determine  
3 product demand from the evaluations the processing engine matches at least a subset of each set  
4 of collected user network session data with one or more factors indicating a product demand  
5 authenticity and assigns an indicator reflecting the product demand authenticity of each user  
6 session of the master session profiles.

1           36.     (Original)     The system of claim 35 wherein at least one of the factors  
2 indicating product demand authenticity is a propensity of the user to actually purchase a product  
3 offered by the network site accessed by the user.

1           37.     (Original)     The system of claim 35 wherein the indicator is a relative scoring  
2 reflecting that relates product demand authenticity between user sessions.

1           38.     (Original)     The system of claim 35 wherein to determine product demand  
2 from the evaluations the processing engine further matches at least a subset of the product  
3 demand indicators present in a user session with product demand indicators in the master session  
4 profiles.

1           39.     (Original)     The system of claim 38 wherein the processing engine assigns an  
2 indicator reflecting the product demand authenticity of each user session that is matched with the  
3 master session profiles.

1           40.     (Original)     The system of claim 29 to determine product demand from the  
2 evaluations the processing engine associates product demand evaluations with specific products,  
3 weights evaluations in accordance with a product demand authenticity indicator, and compares  
4 the weighted evaluations of users sessions selecting a particular product against a total set of  
5 weighted evaluations of user sessions.

1           41.     (Original)     The system of claim 29 wherein the user session data includes data  
2 types associated with each users navigation of the network site during configuration of a product.



1           42.     (Original)     The system of claim 29 to evaluate user session data using the  
2 master session profiles, the processing engine processes the user session data in accordance with  
3 a decision tree using data from the master session profiles as decision criteria.

1           43.     (Previously Presented)     A computer program product comprising  
2 instructions encoded thereon to determine product demand using a data processing system and  
3 collected network session data from at least one product selection network site, the instructions  
4 are executable by a processor to:

5                 develop a set of master session profiles from a first set of users to determine product  
6                         demand by a second set of users, wherein the master session profiles include  
7                         product demand indicators;

8                 process at least a subset of user session data from the second set of users to evaluate the  
9                         user session data using the master session profiles; and

10                determine product demand from the evaluations.

1           44.     (Previously Presented)     A system to determine product demand using a data  
2 processing system and collected network session data from at least one product selection  
3 network site, the system comprising:

4                 means for developing a set of master session profiles from a first set of users to determine  
5                         product demand by a second set of users, wherein the master session profiles  
6                         include product demand indicators;

7                 means for processing at least a subset of user session data from the second set of users to  
8                         evaluate the user session data using the master session profiles; and

9                 means for determining product demand from the evaluations.